

## Visitor Index ~ October 2015

The Visitor Index is a tool that provides a snapshot of the local tourism economy. It is compiled monthly by the Convention & Visitors Bureau of the Asheville Area Chamber of Commerce. Unless otherwise noted, the figures reflect activity and sales for the current month. Numbers reported reflect the most current information available to staff when compiled.

	Activity	Current Month	This Month Last Year	Variance Monthly	YTD Actual	YTD Last Year	Variance YTD
Impact Overall	Hotel Sales (September)	\$25,977,381	\$21,321,482	21.8%	\$86,107,815	\$72,866,092	18.2%
	Occupancy (September)*	75.5	73.0	3.4%	72.1	67.5	6.8%
	Average Daily Rate (September)*	\$141.20	\$129.99	8.6%	\$132.84	\$122.75	8.2%
	Demand (September)*	165,161	157,758	4.7%	1,418,889	1,336,480	6.2%
	Revenue Per Available Room (September)*	\$106.63	\$94.92	12.3%	\$95.76	\$82.89	15.5%
	Total Airport Passengers (September)*	66,716	67,341	-0.9%	592,213	556,057	6.5%
	Group Tour Bookings by Industry Partners	44	52	-15.4%	135	120	12.5%
Visitor Services	Asheville Visitor Center	26,330	24,935	5.6%	96,127	89,855	7.0%
	Pack Square Park Visitor Center	809	579	39.7%	3,195	2706	18.1%
	Black Mountain Visitor Center	4,016	4,408	-8.9%	12,364	13,945	-11.3%
	Travel Guide Requests	1,664	2,808	-40.7%	10,952	12,876	-14.9%
Group Sales and Services	Sales Leads Issued	62	55	12.7%	281	349	-19.5%
	Room Nights Represented	17,281	12,068	43.2%	83,341	68,043	22.5%
	Person-to-Person Outreach	867	890	-2.6%	3,190	2,883	10.6%
	Indirect Outreach	2,663	6,154	-56.7%	7,899	24,938	-68.3%
	Leads Turned Definite	33	29	13.8%	141	138	2.2%
	Room Nights Represented	5,866	5,263	11.5%	26,018	16,952	53.5%
	Estimated Revenue	\$921,155	\$832,390	10.7%	\$4,531,796	\$3,100,927	46.1%
	Group Events This Month	58	48	20.8%	186	144	29.2%
	Room Nights Generated	4,116	2,036	102.2%	17,824	13,280	34.2%
	Actualized Revenue	\$1,106,351	\$574,494	92.6%	\$3,696,687	\$3,101,401	19.2%
Groups Serviced	50	68	-26.5%	189	214	-11.7%	
Online Activity	ExploreAsheville.com Visits	307,857	448,531	-31.4%	1,553,091	1,620,009	-4.1%
	Mobile Site Visits	164,585	225,421	-27.0%	850,014	794,770	7.0%
	Facebook Fans Added	4,569	2,582	77.0%	19,338	6,919	179.5%
	Video Views ***	50,062	58,009	-13.7%	155,413	255,124	-39.1%
	Online Reservations - Room Nights	136	146	-6.8%	564	486	16.0%
	Online Reservations - Room Revenue	\$19,239	\$21,026	-8.5%	\$81,570	\$69,727	17.0%
Public Relations	Publicity Value - Print & Broadcast **	\$101,044	\$365,498	-72.4%	\$412,891	\$1,588,640	-74.0%
	Editorial Reach - Print & Broadcast **	12,111,620	31,121,273	-61.1%	32,870,466	77,353,516	-57.5%
	Publicity Value - Online **	\$192,713	\$258,589	-25.5%	\$534,651	\$794,615	-32.7%
	Estimated Reach - Online **	312,816,765	345,070,088	-9.3%	865,816,987	3,401,704,068	-74.5%
	Significant Placements **	50	55	-9.1%	268	161	66.5%
	Media Touchpoints / Interactions	101	58	74.1%	358	353	1.4%

\* Year-to-date numbers reflect a 2015 calendar year. All other figures reflect a July 1, 2015 - June 30, 2016 fiscal year. \*\* Numbers are reflective of the previous month's clip report.

Occupancy, Average Daily Rate, Revenue Per Available Room and Demand figures provided by Smith Travel Research; Hotel Sales figures provided by the Buncombe County Finance Department.

\*\*\* Beginning FY14-15, figures for Video Views represent all platforms, including YouTube, Vimeo, etc. Although previous indexes have included only YouTube, previous year figures are accurate.